

PHILIP MORRIS EUROPE S-
TMA LEGAL DEPARTMENT

5 NOV. 1987

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URGENT URGENT URGENT

NOVEMBER 5, 1987

TO: N JANELLE
FROM: S G CARLSON
CC: F DULLES
M REARDON
J B ROBINSON
SUBJECT: EVENTS AROUND "STAR-87", NOVEMBER 5TH

1. CONTACTED IN MORNING BY MRS AGNETA KURTTILA OF CONSUMER COUNCELLOR'S OFFICE. MRS KURTTILA TOLD THAT NON-SMOKING GENERATION HAS REPORTED THAT A MARLBORO YOUTH EVENT IS BEING PLANNED AT THE ICEHOCKEY STADIUM. SHE ASKED WHETHER THIS IS THE CASE. - NO COMMENTS.
2. RADIO CALLED 11.30 REFERRING TO THE FACT THAT THE NON-SMOKING GENERATION HAS REPORTED AN UPCOMING YOUTH EVENT SPONSORED BY MARLBORO TO THE CONSUMER COUNCELLOR".

AT THE 12.05 RADIO NEWS OUR REFUSAL TO DISCUSS OR DEBATE THIS RESULTED IN THE FOLLOWING STATEMENT (ROUGH WRITE-UP):
"THE NON-SMOKING GENERATION HAS DEMANDED THAT THE CONCERT OF THE POPULAR POP GROUPE EUROPE IS CANCELLED BECAUSE IT IS SPONSORED BY A CIGARETTE BRAND. THIS IS AGAINST THE SWEDISH MARKETING LAW FOR TOBACCO".

3. RUMOURS DOWNTOWN CLAIM THAT THE NON-SMOKING GENERATION IS THREATING TO RAID THE STADIUM IF THE CONCERT IS ON. EVA AHLKVIST INFORMS ME THAT THE CONCERT IS CALLED OFF, THOUGH ERUOPE HAS NOT YET HELD IT'S PRESS CONFERENCE.
4. THE CONSUMER COUNCELLORS OFFICE, MR HESSELGREN (UNKNOWN TO ME) HAS ASKED ME TO CALL.

THE SWEDISH RADIO IS ASKING ME TO CALL. HAVE NOT YET MADE CONTACT.

5. AS AGREED I WILL INFORM THE PERSONNEL BRIEFLY AT 15.30. HAVE SPOKEN TO EGC WHO AGREES. PEDER HAMMARSKIOELD WILL ARRIVE IN A FEW MINUTES TO BE ON THE SPOT, WOULD YOU DECIDE TO GIVE FURTHER INSTRUCTIONS.

PS A PERSONAL FRIEND, A FREE-LANCING JOURNALIST, WHO IS NOT WORKING WITH THIS CASE, HAS HEARD ABOUT THE STORY. HIS ADVICE WAS "DO NOT DO ANYTHING THAT YOU WOULD NOT DO OTHERWISE, I E NO PRESS CONFERENCES, NO MAJOR CHANGES OF PERSONAL PLANS ETC. JUST BUSINESS AS USUAL. I TEND TO AGREE. UNLESS INSTRUCTED OTHERWISE I WILL CONTINUE ON THE ROUTE DISCUSSED AT 14.10 WITH NWJ, I E STATE "I HAVE NO INFORMATION ABOUT THIS CASE. AS FAR AS I KNOW THIS IS A QUESTION ABOUT A MUSICAL EVENTS. (NO MORE COMMENTS)".

KIND REGARDS,
STIG G CARLSON

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